

## ORDER



KLAS

Orders	Order / Rev:	37575	Primary AE:	Mike Jones
	Alt Order #:	08879973	Sales Office:	K-WAS
	Product Desc:	Issue	Sales Region:	National
	Estimate:	2029		
	Flight Dates:	10/16/12 - 11/06/12		
	Original Date / Rev:	10/11/12 / 10/11/12		
	Order Type:	GENERAL		

Agency	Name:	Waterfront Strategies	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Avenue	Agency Commission:	15%
		Washington, DC 20007		

Advertiser	Name:	Patriot Majority	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PO4	Advertiser External ID:	
	Priority:	LV1	Agency External ID:	
	Revenue Codes:	AGY, POL, ISS		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	91	\$171,000.00	\$145,350.00	October 2012	91	\$171,000.00	\$145,350.00	0.00
10/29/12	11/06/12	61	\$103,300.00	\$87,805.00	November 2012	61	\$103,300.00	\$87,805.00	0.00
					Totals	152	\$274,300.00	\$233,155.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share	Share	Total
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KLAS	30%	\$274,300.00
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Market	100%	\$914,333.33
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Competitive Share	Share	Total
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CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$228,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$45,716.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/16/12	10/22/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00

## 8 NEWS NOW AT 5-7AM

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/16/12	10/22/12	MTWTF--	5	\$1,200.00	0.00									
2	8	10/23/12	10/29/12	CM	6-7a	MTWTF--	:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F															
8 News Now 6a M-F															
8 NEWS NOW AT 5-7AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--		5		\$1,200.00				0.00					
3	8	10/30/12	11/05/12	8 News Now 6a M-F	CM	6-7a		:30	5	\$1,200.00	LV1	0.00	NM	5	\$6,000.00
8 News Now 6a M-F															
8 NEWS NOW AT 5-7AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12	11/05/12	MTWTF--		5		\$1,200.00				0.00					
4	8	11/06/12	11/06/12	8 News Now 6a M-F	CM	6-7a		:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
8 News Now 6a M-F															
8 NEWS NOW AT 5-7AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12	11/11/12	-T-----		1		\$1,200.00				0.00					
5	8	10/16/12	10/22/12	CBS This Morning	7-9a	CM	7-9a	:30	10	\$1,000.00	LV1	0.00	NM	10	\$10,000.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12	10/22/12	MTWTF--		10		\$1,000.00				0.00					
6	8	10/23/12	10/29/12	CBS This Morning	7-9a	CM	7-9a	:30	10	\$1,000.00	LV1	0.00	NM	10	\$10,000.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--		10		\$1,000.00				0.00					
7	8	10/30/12	11/05/12	CBS This Morning	7-9a	CM	7-9a	:30	8	\$1,000.00	LV1	0.00	NM	8	\$8,000.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12	11/05/12	MTWTF--		8		\$1,000.00				0.00					
8	8	11/06/12	11/06/12	CBS This Morning	7-9a	CM	7-9a	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12	11/11/12	-T-----		2		\$1,000.00				0.00					
9	8	10/21/12	11/04/12	8 News Now Sun AM	#CM		8 News Now Sun A-----S	:30	1	\$500.00	LV1	0.00	NM	2	\$1,000.00
8 News Now Sun AM #1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12	10/21/12	-----S		1		\$500.00				0.00					
Week: 10/22/12	10/28/12	-----		0		\$0.00				0.00					
Week: 10/29/12	11/04/12	-----S		1		\$500.00				0.00					
10	8	10/16/12	11/05/12	Live w/Kelly	CM	9-10a		:30	4	\$1,100.00	LV1	0.00	NM	12	\$13,200.00
Live! with Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12	10/22/12	MTWTF--		4		\$1,100.00				0.00					
Week: 10/23/12	10/29/12	MTWTF--		4		\$1,100.00				0.00					
Week: 10/30/12	11/05/12	MTWTF--		4		\$1,100.00				0.00					
11	8	10/16/12	10/22/12	8 News Now Noon M-F	CM	12-1230p		:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
8 News Now Noon M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12	10/22/12	MTWTF--		3		\$1,200.00				0.00					
12	8	10/23/12	10/29/12	8 News Now Noon M-F	CM	12-1230p		:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
8 News Now Noon M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12	10/29/12	MTWTF--		4		\$1,200.00				0.00					
13	8	10/30/12	11/05/12	8 News Now Noon M-F	CM	12-1230p		:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
8 News Now Noon M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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33	8	10/16/12	11/05/12	Craig Ferguson	CM	1237a-137a		MTWTF--	:30	3	\$450.00	LV1	0.00	NM	9	\$4,050.00
Craig Ferguson (12:37 XM-1:37 XM)																
LATE LATE SHOW																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/16/12	10/22/12	MTWTF--	3	\$450.00	0.00											
Week: 10/23/12	10/29/12	MTWTF--	3	\$450.00	0.00											
Week: 10/30/12	11/05/12	MTWTF--	3	\$450.00	0.00											
Totals														152	\$274,300.00	